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GAIN Report Number:

Taiwan

Post: Taipei ATO

2010 Taipei Intl Building Construction and Decoration Show

Report Categories:

Solid Wood Products/Trade Show Evaluation

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Report Highlights:

At the 2010 Taipei International Building, Construction & Decoration Show, ATO Taipei in cooperation with the Foreign Commercial Service launched the second U.S. Pavilion which promoted U.S. lumber and engineered wood products. The American Hardwood Export Council, APA - the Engineered Wood Association, the Southern Forest Products Association along with the Idaho trade office received more than 450 trade leads for wood products during the show, which were shared with their member companies. U.S. forestry product exports to Taiwan reached US\$ 69.5 million in 2010, an increase of 43% over 2009 level.

TRADE SHOW FINAL EVALUATION REPORT

Activity Name: 2010 Taipei International Building, Construction and Decoration Show (Taipei B, C&D Show)
Organizer: National Association of Architects, Republic of China
Dates: December 16-19, 2010
Venue: Taipei World Trade Center Hall 1 and 3

1. The Show

- The largest building, construction and decoration show in Taiwan
- Approximately 2,000 booths
- Organized by Taiwan's National Association of Architect and its member associations, which is a professional association with over 8,400 members

2. List of U.S. Exhibitors (wood products)

A total of 30 U.S. participants representing 14 companies and industry organizations exhibited at the show. A breakdown of the different associations' members that participated in the show is indicated below.

- American Hardwood Export Council: 1
- APA - The Engineered Wood Association: 5
- Buildtech International Co., Ltd.: Taiwan agent of several American wood products exporters
- Southern Forest Products Association: 7
- State of Idaho - Asia Trade Office: 1

3. Post's Activities for U.S. Exhibitors

ATO helped coordinate the activities listed below.

December 13~14, 2010	Meetings with Taiwan authorities and field trips
December 15, 2010	Pre-show briefing
December 15, 2010	AHEC reception
December 16, 2010	USA Pavilion Opening Ceremony
December 17, 2010	Taipei International Flora Expo tour
December 17, 2010	APA reception
December 19, 2010	One-on-one meetings for U.S. Exporters

4. Show expenses:

All the expenses were paid by the U.S. exhibitors.

Booth Rental	NT\$473,130	App. US\$15,771
Decoration	NT\$167,143	App. US\$5,571
Temp Salary	NT\$53,631	App. US\$1,788
Total	NT\$693,904	App. US\$23,130

Exchange rate applied: 30NT + USD 1

5. Show statistics:

No. of Exhibitors	512 exhibitors (from 18 countries)	
	Local	337
	Foreign	101
	Chinese	74
No. of Visitors	61,970 Visitors	
	Local	60,770
	Foreign	1,200

6. Key results for U.S. exhibitors:

Exhibitor	No. of serious contacts	Total estimated on-site sales	Total projected 12-month sales resulting from show
American Hardwood Export Council	1	N/A	N/A
APA - The Engineered Wood Association	84	N/A	N/A
Buildtech International Co., Ltd.	216	N/A	US\$1,480,000
Southern Forest Products Association	95	N/A	N/A
Cal Larson/ FTI America Fiber Technologies, Inc.	N/A	US\$189,000	N/A
Trade Winds International (Exhibited at SFPA booths)	3	N/A	US\$350,000
State of Idaho - Asia Trade Office	55	N/A	US\$250,000~500,000

7. Feedback from U.S. exhibitors:

7.1 ATO Services

Comments on services provided by FAS or Show Organizer (1-Very Poor, 10-Excellent)	Score
Pre-show Briefing (Dec. 15)	8.8
Opening Ceremony (Dec. 16)	8.3
Flora Expo Tour (Dec. 17)	8.8
Transportation, lodging, and meetings ATO helped arrange	9.2
FAS staff attitude, including courtesy and efficiency	9.5
The show's effectiveness in meeting exhibiting goals	8.5
Likelihood to participate in the show again (1-No, 10-Yes)	8.6

a. Suggestions and comments:

One exhibitor suggested that participants should visit more factories, job sites and have prearranged meetings with serious buyers during the show.

8. Post's evaluations:

Taipei B, C & D Show is the largest building and construction show in Taiwan. There are several similar shows held in Taipei but they are all on a smaller scale. The show is the best platform for new-to-market U.S. exporters interested in doing business in Taiwan and Great China markets. This was the second year in a row ATO Taipei organized the USA pavilion and the U.S. exhibitors received many positive results. Post will work with FCS Taipei again, to promote U.S. building materials at the upcoming 2011 Taipei B, C & D Show.

- National Association of Architects, Republic of China, the show organizer, was extremely accommodating. Their staff provided a great deal of assistance to ATO Taipei.
- Taipei B, C & D Show is not a USDA-endorsed show and is the only show ATO Taipei organizes for forestry products.
- Not many exhibitors utilized the business lounge in the USA pavilion during the show. Post suggests that FCS not set up a business lounge in 2011.
- One USDA cooperator did not recruit member companies nor assign senior staff to attend the show and assist in the booth. Other USDA cooperators that attended the show told ATO staff that they were asked to assist their junior staff answering technical questions. Post will suggest exhibitors to send staff with professional knowledge to attend the show.
- In regard to the exhibitor's comment in 7.2, post will ask the exhibitors to send the requests earlier so the staff will have more time to arrange meetings for the exhibitors.

9. Photos:



(Left) AIT Director William Stanton present award to an U.S. exhibitor for his sponsorship of the USA Pavilion at Taipei Flora Expo. (Right) AIT officers and VIPs cut the ribbon to open the USA Pavilion.



(Left) Group picture of the VIPs and the USA Pavilion Exhibitors (Right) Field trip to visit Chiayi Industry Innovation and Research Center built with U.S. glulam

